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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/080,423	02/22/2002	Tulip Shah	DP-307007/DE3-0276	8275
22851	7590	03/09/2006		EXAMINER
DELPHI TECHNOLOGIES, INC. M/C 480-410-202 PO BOX 5052 TROY, MI 48007			LEROUX, ETIENNE PIERRE	
			ART UNIT	PAPER NUMBER
			2161	

DATE MAILED: 03/09/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	10/080,423	SHAH, TULIP
	Examiner	Art Unit
	Etienne P. LeRoux	2161

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 21 December 2005.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-26 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-26 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 22 February 2002 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892) 4) Interview Summary (PTO-413)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948) Paper No(s)/Mail Date. _____. 3/6/2006
 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
 Paper No(s)/Mail Date _____. 5) Notice of Informal Patent Application (PTO-152)
 6) Other: _____

Claim Status

Claims 1-26 are pending. Claims 1-26 are rejected as detailed below.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1, 2, 6, 7, 10 and 12-14 are rejected under 35 U.S.C. 102(e) as being anticipated by Pub No 2002/0062262 issued to Vasconi et al (hereafter Vasconi).

Claim 1:

Vasconi discloses:

a server in communication with a data storage device via a communications link, said server executing: web server software operable for hosting and serving web pages; and applications software, including a branding tool operable for creating and disseminating branded information [Fig 3A, 300]

a database associated with said data storage device, said database storing: supplier subscription records operable for facilitating portal services, said supplier subscription records including customer target records; and customer profile records [Fig 3A, 305];

a link to an enterprise portal site of a registered customer system [Fig 3A, 240];

and a link to a subscribing supplier system [Fig 3B, 250] ;

wherein said branding tool maps said branded information provided in said supplier subscription records to profile information provided in said customer profile records and transfers resulting targeted branded information to said customer system [paragraph 28].

Claim 2:

Vasconi discloses a means for allowing said customer system to initiate contact with said subscribing supplier system subsequent to receiving said targeted branded information [paragraph 31]

Claim 6:

Vasconi discloses wherein said applications software includes at least an enterprise directory service tool [paragraph 33]

Claim 7:

Vasconi discloses a means for implementing web site metrics tracking based upon activities conducted by said registered customer system [paragraph 30, digest of an order which is encrypted]¹.

Claim 10:

¹ Above is examiner's broadest reasonable interpretation because limitation is not supported in the specification.

Vasconi disclose an employee name [paragraph 60] and a customer profile record [paragraph 89].

Claim 12:

Vasconi discloses delivery schedules [paragraph 30]

Claim 13:

Vasconi discloses inventory visibility [paragraph 63].

Claim 14:

Vasconi discloses customer entity [paragraph 32, job role of employee of said customer entity [paragraph 60 and subject of interest [paragraph 32].

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 3-5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Vasconi in view of Pub No US 2002/0055911 issued to Guerreri.

Claim 3:

Vasconi discloses the elements of claim 1 as noted above but does not disclose wherein said server periodically collects said branded information provided via said supplier subscription records and populates a portal web site associated with said registered customer system utilizing metatags provided by said subscribing supplier system. Guerri discloses the buyer may input examples of words that commercial websites may use as metatags to attract customers to their website [paragraph 35]. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Vasconi to include wherein said server periodically collects said branded information provided via said supplier subscription records and populates a portal web site associated with said registered customer system utilizing metatags provided by said subscribing supplier system based on the teachings of Guerri for the purpose of attracting customers to their website [paragraph 35].

Claim 4:

The combination of Vasconi and Guerri discloses the elements of claims 1 and 3 as noted above but does not disclose wherein said branding tool utilizes said metatags for preventing dissemination of said branded information to unauthorized systems. Examiner maintains that per claim 3, metatags are used to populate the portal website of a registered customer, it is inherent that wherein said branding tool utilizes said metatags for preventing dissemination of said branded information to unauthorized systems.

Claim 5:

The combination of Vasconi and Guerreri discloses the elements of claims 1 and 3 as noted above and furthermore discloses wherein said portal web site is hosted by said information exchange system [Vasconi Figs 3A, 3B]

Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over Vasconi in view of Pub No US 20020138527 issued to Bell et al (hereafter Bell).

Claim 8:

Vasconi discloses the elements of claim 1 as noted above but does not disclose wherein said branding tool generates and disseminates reports based upon said web site metrics tracking. Bell discloses reporting login tracking [paragraph 146]. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Vasconi to include wherein said branding tool generates and disseminates reports based upon said web site metrics tracking based on the disclosure of Bell for the purpose of providing participants with information regarding frequency of access to the website [paragraph 146]

Claim 9 is rejected under 35 U.S.C. 103(a) as being unpatentable over Vasconi in view of Pub No US 2003/0074424 issued to Giles et al (hereafter Giles).

Claim 9:

Vasconi discloses the elements of claim 1 as noted above but does not disclose wherein said enterprise portal site includes personal employee web portals for employees of said

registered customer system. Giles discloses a personal portal of John Smith [paragraphs 60 and 63 and Figs 4 and 5]. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Vasconi to include wherein said enterprise portal site includes personal employee web portals for employees of said registered customer system based on the disclosure of Giles for the purpose of customizing a web page according to the information required by the employee in order to perform his role in the company [paragraph 63].

Claim 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Vasconi.

Claim 11:

Vasconi discloses employee job function and employee job title [paragraph 60] but does not disclose employee language. Official Notice is taken that employee language is well-known and expected in the art. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Vasconi to include employee language for the purpose of providing communications which the employee can understand.

Claims 15-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Vasconi in view of Guerreri and further in view of Bell.

Claims 15 and 21:

Vasconi discloses:

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receiving a request to access a branding services tool by a subscribing supplier system

[paragraph 71]

providing a web page requesting target information and supplier information from said

subscribing supplier system [paragraph 67]

receiving a response to requested target information and said supplier information [paragraph

71];

storing said response in a target record [paragraph 67]

Vasconi discloses the elements of claim 15 as noted above but does not disclose associating metatags with response data provided in said target record. Guerri discloses the buyer may input examples of words that commercial websites may use as metatags to attract customers to their website [paragraph 35]. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Vasconi to include associating metatags with response data provided in said target record based on the teachings of Guerri for the purpose of attracting customers to their website [paragraph 35].

The combination of Vasconi and Guerri discloses provided in said target record; if a match is found, transmitting associated branded information to a customer system associated with said customer profile records [Vasconi, paragraph 71];

The combination of Vasconi and Guerri discloses the elements of claim 15 as noted above but does not disclose gathering usage data from said customer profile records; generating a report; and transmitting said report to said subscribing supplier system. Bell discloses reporting

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login tracking [paragraph 146]. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Vasconi to include gathering usage data from said customer profile records; generating a report; and transmitting said report to said subscribing supplier system based on the disclosure of Bell for the purpose of providing participants with information regarding frequency of access to the website [paragraph 146]

Claims 16 and 22:

The combination of Vasconi, Guerreri and Bell discloses the elements of claim 15/21 as noted above and furthermore, disclose an employee name [paragraph 60] and a customer profile record [Vasconi, paragraph 89].

Claim 17 and 23:

The combination of Vasconi, Guerreri and Bell discloses the elements of claim 15/21 as noted above and furthermore, discloses inventory visibility [Vasconi, paragraph 63].

Claim 18 and 24:

The combination of Vasconi, Guerreri and Bell discloses the elements of claim 15/21 as noted above and furthermore discloses delivery schedules [Vasconi, paragraph 30]

Claim 19 and 25:

The combination of Vasconi, Guerreri and Bell discloses the elements of claim 15/21 as noted above and furthermore discloses customer entity [Vasconi, paragraph 32, job role of employee of said customer entity [Vasconi, paragraph 60 and subject of interest, paragraph 32].

Claims 20 and 26:

The combination of Vasconi, Guerreri and Bell discloses the elements of claims 15/21 as noted above and furthermore discloses implementing a billing process between said information exchange system and said supplier system based upon volume of activity conducted by said customer system related to said supplier system [Vasconi, paragraph 30].

Response to Arguments

Applicant's arguments with respect to claim 1-26 have been considered. Applicant's arguments regarding the rejections under the first and second paragraphs of 35 USC 112 are persuasive and thus such rejections have been withdrawn.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Etienne P. LeRoux whose telephone number is (571) 272-4022. The examiner can normally be reached Monday through Friday, 8:00am-4:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Safet Metjahic can be reached on (571) 272-4023. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Etienne LeRoux

2/8/2006